

Trace Minerals strengthens its commercial leadership with the appointment of Elizabeth Lawson as Vice President of National Natural Channel

Metric have successfully placed Elizabeth Lawson as Vice President of National Natural Channel at Trace Minerals, securing an experienced commercial leader to support the company's continued expansion across the natural products sector.

New York, September 2026 – Elizabeth joins Trace Minerals from Better Being Co., where she spent close to eight years as Vice President of Key Account Sales Natural, building deep expertise in natural channel sales strategy, key account management, and commercial growth within the health and wellness space. Her appointment signals a significant step forward in Trace Minerals' ambition to scale its presence across the national natural channel.

Trace Minerals is a leading provider of vitamins, minerals, and supplements, offering a comprehensive range of science-backed nutritional products designed to support whole-body health. As the company continues to grow its retail and channel partnerships, Elizabeth's track record of driving sustained commercial performance at the senior level makes her an outstanding addition to the leadership team.

The search was led by Sam Marshall and Ellie Andrews at Metric.

Of the process, Elizabeth Lawson said: "I had the pleasure of working with Ellie and Sam during my recent career transition, and I cannot recommend them highly enough. From our first interaction on LinkedIn, they demonstrated an exceptional ability to understand my background, strengths, and career goals. Ellie and Sam were proactive, communicative, and genuinely invested in finding the right fit for Trace Minerals, not just to fill the position. Throughout the recruitment process, Metric provided clear guidance, timely updates, and valuable coaching that helped me put my best foot forward. Their professionalism, responsiveness, and dedication made what can be a stressful process feel seamless and enjoyable. I am grateful for Metric's support and would highly recommend them to any professional seeking their next career opportunity, as well as to any organization looking for a recruiter who delivers outstanding results."

Speaking of the partnership, Charles Walkley of Trace Minerals commented: "Sam Marshall and the team at Metric have been an integral part of our successful expansion at Trace Minerals. From understanding our needs to identifying and vetting the ideal candidate, Sam and his team have moved quickly to place the right people in a position to make an immediate impact."

Sam Marshall, Director at Metric commented: "Elizabeth is exactly the kind of senior commercial leader that a brand like Trace Minerals needs as it looks to scale its presence across the national natural channel. Her track record at Better Being Co. speaks for itself, with almost eight years building and managing key account relationships at the highest level in the natural products space. It was clear from the outset that she was the right fit, not just for the role, but for where Trace Minerals is headed. It was a pleasure to work alongside Ellie on this search and to deliver an outcome that we are genuinely proud of."

ABOUT METRIC

Metric is a New York-founded executive and specialty recruitment firm, recognized by the Financial Times as one of the fastest growing companies. Partnering with some of the world's most innovative businesses, Metric builds high-performing global teams across Life Sciences, Infrastructure, Engineering, and Data Centers.

Through Metric Exec, the firm delivers C-suite and board-level appointments across its sectors, from high-growth businesses to investor-backed portfolios. Metric is backed by Southfield Capital and operates from seven offices across the US and UK.